

Northwestern Mutual Inspires Millennials to Show Themselves Some FLC™ (Financial Loving Care)

MILWAUKEE, Sept. 17, 2013 /PRNewswire/ -- Today Northwestern Mutual introduces a new online resource, TheMintGrad.org, designed to empower college students and recent grads to carve a path towards financial independence.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/59540-northwestern-mutual-inspires-millennials-financial-loving-care>

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"Millennials hear it all the time: What are you going to do when you graduate?" says [Michael Van Grinsven](#), director of internships at Northwestern Mutual. "Despite being the most educated generation in history, this is a tough question with no easy answer. That's because they need to consider their financial, career and lifestyle choices all at once."

TheMintGrad has a unique mission to show 18-24 year olds how planning can be the difference between having a dream and making it come to life. And it all starts with FLC™ (financial loving care). Coined by Northwestern Mutual, the premise of FLC is that developing strong financial habits is inherent to overall wellbeing.

"We know that Millennials invest a lot of time and money into their health, image, and personal interests," says [Bill Taylor](#), vice president of financial planning at Northwestern Mutual. "Focusing on financial fitness makes all these priorities possible."

User-friendly and interactive, TheMintGrad is comprised of four easily navigable sections. The content, developed by leading financial gurus and Northwestern Mutual experts, covers a broad spectrum of career and lifestyle planning topics in addition to financial goal-setting:

Learn - easy-read articles provide tips for everyday money management, and career ideas

Try It - interactive tools help users practice key concepts firsthand. Includes budget worksheets, savings calculators, and financial fitness tests

Plan (to achieve your goals) - unique self-assessments help visitors delve into their financial persona and deepen their understanding of what shapes their spending, saving and budgeting behaviors; while developing a roadmap to accomplish their financial goals

Socialize (about money) - community forum features blog posts, polls and fun facts from a rotating think tank of financial experts

"Every element of the site - the look and feel, the topics, the tone - is geared to Millennials," says Jean Towell, manager of TheMintGrad.org. "Our goal is to make TheMintGrad a resource this group turns to for guidance with navigating life decisions - like a smart, savvy friend who gives great advice without judgment."

Throughout its history, Northwestern Mutual has remained committed to helping people at all life stages forge a path to financial security. TheMintGrad is an extension of TheMint.org, which supports families and teachers with fun learning tools to guide children and teens to develop healthy habits.

"It's never too soon for Millennials to start thinking about their game plan," says Taylor. In fact, a 2013 Northwestern Mutual study showed Millennials are substantially more likely than other generations to call themselves "highly disciplined" planners.

"TheMintGrad provides the tools to help them get money smart no matter what curveballs come their way," he adds.

About Northwestern Mutual

Northwestern Mutual is among the "World's Most Admired" life insurance companies in 2013 according to FORTUNE® magazine and has helped clients achieve financial security for more than 156 years. As a mutual company with \$1.4 trillion of life insurance protection in force, Northwestern Mutual has no shareholders. The company focuses solely and directly on its clients and seeks to deliver consistent and dependable value to them over time.

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